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FOOD

# INFORMATION CALENDAR

OFFICE OF INFORMATION  
UNITED STATES DEPARTMENT OF AGRICULTURE

APRIL 17, 1943

NO. 2

## PRODUCTION PROSPECTS

The first wire RECONNAISSANCE REPORT has been received from state AAA offices and is tabulated. For some critical crops, the report shows assuring change. BUT.....WE STILL LAG BEHIND GOALS IN DRY EDIBLE BEANS, PEANUTS, AND SUGAR BEETS.

We are reaching only 76 percent of the goal for dry beans. This is an increase of 1 percent over the March 1 intentions report. The peanut report shows a boost from 78 percent of the goal as indicated March 1 to 87 percent. Sugar beets, however, show a DROP from 70 percent of the goal in the BAE report to 65 percent.

THE IMMEDIATE JOB IS TO INTENSIFY THE INFO DRIVE TO REACH AND EXCEED GOALS, GIVING SPECIAL ATTENTION TO THE THREE LAGGING CROPS.

One field report shows Michigan has opened an intensive administrative and informational drive toward its dry bean goal. The campaign has two key words — INTENSIFY and LOCALIZE. INTENSIFY YOUR DRIVE. LOCALIZE EFFORTS WHERE MORE ACREAGE CAN BE OBTAINED.

Next report from the states will be wired April 20. Soon as the report is tabulated, the first CROP COMMUNIQUE from Washington will tell how near we are to our objectives — where we must go — where the job can be done — some hints to help.

Raincheck on Meat Ceilings: For the time being, better hold up references to cents-per-pound retail price ceilings on beef, veal, lamb, mutton. Scheduled to take effect April 15, the ceilings were suspended until May 17 by OPA to permit full re-examination to make sure they accord with the President's hold-the-line order. Meantime, existing ceilings continue, including the earlier cents-per-pound pork ceilings.

Corn Off the Escalator: To encourage immediate movement of corn to feedlots and processors, OPA has abandoned its "escalator" seasonal pricing system and put into effect the September 15 ceiling — 5 cents per bushel higher than present maximums — for the remainder of the crop year. (No increase in corn prices will be permitted on East or West coasts.) Point to get across to those now holding corn is that there will be no further increase in corn price ceilings during the 1943 market season.



## THE NAME IS 'U.S. CROP CORPS'

U.S. Crop Corps is the name to use to identify all workers recruited for work on farms or in food processing plants. U.S. Crop Corps farm workers include all recruits in addition to the farm family unit....men, women, youth....full-time, seasonal, or emergency....skilled, semi-skilled, or untrained volunteers...domestic or imported....about 3 1/2 million in all.

Victory Farm Volunteers is the Crop Corps youth branch. Women's Land Army is the branch to enlist women who agree to work continuously for a month or more, are 18 years old and are physically fit for hard farm work. Other workers (men, women who work part time for less than a month) are simply U.S. Crop Corps workers.

Spearheading local info campaigns will be the county agent, cooperating with local volunteer publicity committees representing civic organizations, public info media, other interested groups. State info will be led by state Extension editors with cooperation of other agencies and groups. Because info must fit local requirements, national info will merely ready people for the call when, where, and if it is made locally.

### -----WOMEN'S LAND ARMY INFO CAUTIONS-----

Women's Land Army (See USDA Press Release 2079-43.) will be an appealing subject for newspapers, magazines, newsreels, radio, etc., particularly those catering to women. In all info on the subject, watch these points:

- Link WLA with U. S. Crop Corps in all materials.
- Avoid impression WLA is considered the full answer to the farm labor problem by indicating it is part of a much broader program.
- Point out farm work is long, hard work...but war work.
- Say WLA will be organized locally if farmers need it.
- Stress volume of local enrollments depends on local need.
- Urge women to wait for local calls from county agent, U.S. Employment Service or, possibly, another local cooperating group.

Labor Legislative Report: Senate-House conferees on the farm labor appropriation bill recommended the House figure of \$26,100,000 for 1943. The Senate version called for \$40,000,000.

Measure now directs the War Food Administrator to apportion not less than \$9,000,000 and not more than \$13,050,000 among states according to need for use by Extension services under WFA supervision. Up to \$13,050,000 may be spent by WFA. Facilities, services and personnel of USDA agencies may be used, plus those of other public and private groups and individuals.

Consent of county agents required to move farm workers outside home counties. Use of funds to fix or regulate minimum wages or housing standards for farm workers is out, as well as regulation of hours of work, enforcement of collective bargaining or union membership. Exception is made for foreign workers to extent required by agreements with foreign governments.



Feed for Livestock: USDA Press Release 2095-43 surveyed the livestock, meat and grain situation with an eye to inter-relationships between feed supplies and livestock production in the 1943-44 feeding year. Now in the works for WBs is an Info Series item stressing feed for hogs. Main point: Since spring pig crop is expected to be 24 percent over 1942 spring pigs, fall pigs should be about 5 percent over 1942 fall pigs to give proper balance between feed supplies and pig production. That means a 15 percent overall pig increase over 1942.

REPORT TO THE NATION ON FOOD

OWI's "Report on the U.S. Wartime Food Situation," opening gun in the campaign to keep the public informed of developments affecting the nation's food supplies, was released on April 15 (See OWI Release 1637.)

Predicting "inconveniences" for civilians and forecasting changes will come in the food situation, the report covers basic demand and supply facts, explains why food management is essential, tells what civilians can do to help.

USDA agencies will receive the report soon, followed by a condensed version in the WB Info Series for county use.

First Wage Determination: In the first official determination of maximum wages since the Byrnes farm wage stabilization directive was issued last November 30, War Food Administration has set maximum rates for harvesting, canning and freezing asparagus in Sacramento, San Joaquin, Yolo, Solano and Contra Costa counties, California. WFA found wages for this work not "substandard." See USDA Press Release 2124-43.

FARMERS GET THE POINT

Farmers selling foods rationed under the meats and fats program to retailers now must collect ration points for the sale, OPA has announced. That's in addition to collecting points from sales to consumers, which they have been doing since March 29.

Farmers must turn in stamps collected for sales during April before the end of May, together with a report on OPA Form R-1609, the primary distributor's form. In future months, stamps and reports must get to local war price and ration boards within 15 days after the end of the report month. But it's longer this first time.

Plans are being considered for WBs to supply the report forms to farmers, which would be more convenient in most cases than making a trip to the ration board for them. Info at the end of the month should explain reports are due, tell where to get the forms, what data must be reported, where to send the reports and collected stamps.

'Milk Is Might': Info tips on promoting more milk production abound in 'Milk Is Might,' new handbook now going to WBs. While putting heavy stress on milking three times a day and feeding high proteins, the book also offers background on war demands for milk, goals, price situation and suggests ad layouts, envelope fillers, copy angles.

Rationing Pressure Cookers: Another important war job goes to state WBs and county farm rationing committees with announcement they will handle both rural and urban rationing of pressure cookers. See WB Memo 297 Machinery Rationing 81 and USDA Press Release 2143-43. As a "no quota" item, cookers will go to eligible applicants who show they can get cookers if a purchase certificate is issued. Individual families, neighborhood pools and organizations are eligible to apply. First info should be pegged on appointment of recommended advisory committees at state, county levels.

-----DISTRIBUTING THE CALENDAR-----

Take this issue of the Food Information Calendar as an example of how the distribution control system operates. Enough copies are going to state WB chairmen to supply each state WB member. Info men getting it by direct mail are state Extension editors, AAA state info assistants, SOS regional info chiefs and BAE regional analysts. For the time being, FSA and FDA Washington offices are mailing direct to their field offices.

Some info aids will go only to info workers. In such cases, the materials will be flagged in the Calendar for benefit of administrative personnel who may be interested.

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CCC to Buy Wool: Commodity Credit will buy for WFA all unsold wool on hand on or after April 25. Grading and appraisal will be handled by FDA on regional basis. Info should follow release of announcement now in the mill.

USDA Airings: Consumer Time on April 24 (NBC, 12:15 p.m. EWT) will provide tips on insect control in Victory Gardens with "Guard Your Garden." Farm & Home Hour features for the week are "Women's Land Army" and "Fighting Garden Pests" on Monday, April 19; "Sugar for Home Canning" and "Anti-Insect Ammunition" on Tuesday, April 20; "Women Organized for Farm Work" on Wednesday, April 21; "Feeding Dairy Cows" on Thursday, April 22; Secretary Wickard on Friday, April 23.

HOUSE OKAYS INCENTIVE PAYMENTS: BY A VOTE OF 121 TO 81, THE HOUSE ON APRIL 16 APPROVED ABOUT \$100 MILLION FOR INCENTIVE PAYMENTS FOR WAR CROPS. ALTHOUGH 'INCENTIVE PAYMENTS' DO NOT APPEAR AS SUCH IN THE MEASURE WHICH PROVIDES \$300 FOR CONSERVATION PROGRAMS, THE HOUSE UPHOLD THE CONTENTION THAT SUCH PAYMENTS COULD BE MADE UNDER EXISTING LEGISLATION.